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Pages:	Cover + 1 + 16 = 18	Date:	March 17, 2008
From:	Anthony J. Orler	Fax:	(310) 964-0941
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 A handwritten signature in black ink, appearing to read 'Janel Shibata'.
 

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 Janel Shibata
March 17, 2008  
(Date of Signature)

Telephone No. (310) 964-0736 (Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents

Attorney Docket No. PD-990193

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03/22/2000

- TRANSMITTAL FORM PTO/SB/21 (1 page)
- RESPONSE TO OFFICE ACTION DATED JANUARY 17, 2008 (16 pages)

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PTO/SB/21 (01-08)

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TRANSMITTAL  
FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission 17

Application Number	09/532,755
Filing Date	03/22/2000
First Named Inventor	Craig Finseth
Art Unit	2823
Examiner Name	SHELEHEDA, James R.
Attorney Docket Number	PD-990193

## ENCLOSURES (Check all that apply)

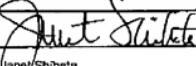
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## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	The DIRECTV Group, Inc.		
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Printed name	Anthony J. Ofer		
Date	March 17, 2008	Reg. No.	41,232

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Signature	
Typed or printed name	Janet Shiheta
Date	March 17, 2008

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO in process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and any suggestions for reducing this burden may be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Serial No.: 09/532,755	)	United States Patent and
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For: "Method and Apparatus for	)	<u>March 17, 2008</u>
Transmission, Receipt and Display of	)	
Advertisements"	)	<u>Janet Shibata</u>
	)	
Filed: March 22, 2000	)	
	)	
Group Art Unit: 2623	)	
	)	
Examiner: James R. Shelcheda	)	

RESPONSE TO THE OFFICE ACTION DATED JANUARY 17, 2008

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the official action dated January 17, 2008, please consider the following remarks:

**A Status of the Claims** begin on page 2 of this paper.

**Remarks** begin on page 14 of this paper.